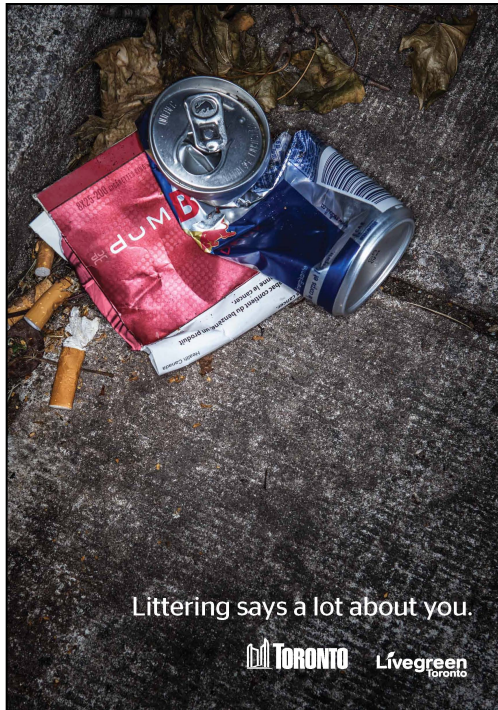


THIS WEEK IN "LITTERLAND"

www.litterpreventionprogram.com

August 24, 2014



TORONTO PRINT ADS TARGET PEOPLE WHO LITTER

The City of Toronto has unwrapped a package of cheeky print ads against littering. This is the city's first-ever promotional campaign aimed at people who litter. 'Littering says a lot about you' is an attempt at "challenging people who litter into rethinking their behaviour". The photos show types of branded litter juxtaposed to spell out unflattering words linked to both the habit of littering and the person who litters.



Transit shelter posters, advertising in subway newspapers and on the backs and sides of buses got rolling August 18 and will be seen until late September. On August 25, 15-second videos will start appearing on online networks. (Photos: City of Toronto)



Above, Mayor Mags Murray wheels through Fingal on special 'Bin It Your Way' three-wheelers. The Irish town's ongoing program has reaped results.

HEADLINE LITTER GRABBERS (AUG 17 - 24)

Some of what made our News Reel this week litterpreventionprogram.com/news-reel.html

Delhi down on dumping (20/8)

North Delhi Municipal Corporation hopped on Prime Minister Narendra Modi's "Clean India" call, warning that people will be fined for littering and urinating in public.

Sunshine State debuts the Decom-O-Meter (22/8)

Florida's statewide "Drive It Home" roadside litter prevention program hit another milestone with the unveiling of a new app. The Decom-O-Meter calculates how long it takes various types of litter to decompose.

Japan's tobacco giant to feel Olympic snub? (22/8)

Tokyo governor Yoichi Masuzoe says he will push for a smoke-free Olympic Summer Games in 2020 to eliminate butt litter and brush-by burn problems. It may be an uphill battle. Smoking indoors is the norm in Japan, home to influential global tobacco industry icon, JTI.

Taking a 'kick' at littering footballers (18/8)

Dundee Council has pledged to take a harder line tackling soccer teams who leave city pitches a littered mess. Fines of £50 will be enforced, an official said.

Brains and beauty deliver litter plea in Fiji (18/8)

Fiji mom and pageant contestant Miliana Lewatoga, 24, named littering as one of her country's biggest problems.

DID YOU KNOW?

Something to chew on, gum litter decreased in Fingal, Ireland by 33 per cent as a result of last year's positive, engaging and constructive 'Bin It Your Way' annual blitz. Overall gum litter was halved in five years, declining to 15.32 per cent in 2013 from 30.79 per cent in 2008.